

ABSTRACT

dissertation work by Zhanysbayeva Akniet Pernebaevna «Problems of regional periodicals in the information space of Kazakhstan (on the example of materials newspaper “Ontustik Kazakhstan”)», submitted for the degree of Doctor of Philosophy (PhD)

Relevance of the research topic:

One of the most acute and urgent problems of post-Soviet Kazakhstan was the transition to market relations, more precisely, the implementation of this process. After the collapse of the Soviet Union, some republics and regions returned to their roots and formed their values and leading systems. There is a need for the formation of statehood, a single national policy, not to mention the civil identification of Kazakhstanis, the relationship within regions, interaction of regional and district centers with the surrounding regions. In this regard, the analysis of the development and activities in general, the identification of the features of the regional media system is an urgent problem. We can say that if in each separate region of independent Kazakhstan the market situation is formed following the decisions of the state, economic elite of the region, then the media contribute to the formation of spiritual culture. Great responsibility for organizing a political dialogue between the authorities and the people is assigned to the mass media in general and the regional press in particular.

The change in the political image of our country has led to a new understanding of the role of the media in public and political life. In this regard, the regional branches of government, which own various political and state publications, and the interaction of the government and print media are of particular interest. To analyze this problem, we have chosen media platforms from five regions of the Republic of Kazakhstan. These are: South Kazakhstan (Almaty, Zhambyl, Kyzylorda, Turkistan regions), North Kazakhstan (Kostanay, Akmola, Pavlodar, North Kazakhstan regions), West Kazakhstan (West Kazakhstan, Atyrau, Mangystau and Aktobe regions), Central Kazakhstan (Karagandy region), East Kazakhstan region (large cities Ust-Kamenogorsk, Semey).

These regions were not chosen by chance. We tried to identify the ways of development of our regional media, their implementation in the present, and the prospects for their relationship with representatives of the regional authorities. In addition, the features of the political structure of each studied region are revealed.

The purpose of the dissertation is to analyze the activities of regional mass media, features of the development of the regional press, and the impact of political trends on the Kazakh audience.

The object of research: regional mass media, in particular, the features of the activities of territorial periodicals. Interaction of mass media and power structures of each studied region after 1991, the pace of mass media development. The above problem is actualized due to the incompleteness of the regionalization process to this day. Characteristics of the media platform in each region give an idea of the level of democracy and activities of each region. The media, which are the object of this

study, act not only as a means of communication between the political tendencies of each region but also as a force capable of shaping the political space of this region.

The dissertation analyzes the system, problems, and features of regional media. Using the example of Kazakhstani regional media, an assessment is made of the typological, thematic, genre, stylistic features of regional publications.

The classification of regional publications, the main types of regional media, features of journalistic texts are investigated.

The subject of research: problems of regional publications in the information space of Kazakhstan (based on materials from the newspaper “Ontustik Kazakhstan”); research based on the analysis of the content, topics of newspaper materials of regional journalism. Conducting a comprehensive analysis of periodicals in each region, identifying the features of regional journalism.

The scientific novelty of the research. The scientific novelty of the presented work is as follows:

- a comprehensive comparative study was carried out on the activities of regional mass media in Kazakhstan of the post-Soviet period. At the same time, a classification of regional media has been developed, taking into account various modern principles;

- special attention was paid to the role of the media in modern political conditions. In our work, we tried to get rid of the idea of turning the press into a civil public institution during the period of reforms. Today, the peculiarities of interaction between the regional government and society are formed mainly per the management strategy of the local government and the goals of large industrial corporations;

- for the first time, an attempt was made to study ethnic characteristics in the activities of the media in the regions;

- it is impossible to imagine an information space without digital technologies now. Therefore, the work analyzes the interest of regional media in using this opportunity in their practical activities;

- using specific examples, it is proved that regional media play an important role in the formation of an intellectual nation;

- determined the conditions and results of the relationship between the communication strategies of regional media and political movements. On this basis, they proved that the perception of regional media as a political mouthpiece directly depends on the geographical and economic position of the region.

Research objectives: to implement the set tasks, it is necessary to solve several other complex tasks directly related to the problems of regional journalism, common regional resources, namely:

- to determine the place of regional journalism in the system of modern media;
- to analyze the features and main advantages of regional publications;
- to study genre features and content aspect of materials of regional media;
- to investigate the changes in the relationship between the author and the reader, to consider the new roles of the journalist and the reader in analytical materials;

- to consider the features of regional and modern journalism in general, to identify their similarities and differences, to analyze the reason for their appearance.

The main idea of the research is the fact that the problems of regional periodicals of the Kazakhstani information space are raised at a high level, they make a lot of efforts to provide the public environment with relevant information promptly, contribute to the development of the Kazakh nation, and promote the spiritual values of the people. We came to this conclusion as a result of the analysis of the materials of the newspaper “Ontustik Kazakhstan”.

Theoretical and methodological basis of the research. The theoretical and methodological basis of the research is the problems of regional periodicals of the Kazakhstani information space. Also, the basis is made up of published scientific articles on the newspaper “Ontustic Kazakhstan”, scientific collections, monographs, fundamental works on history, journalism, journalism, multivolume books, research, educational materials, interviews from the Internet, republican and foreign archival documents and regulatory documents. In addition, research materials and the results of the author's practical work were taken as a basis.

Research methods:

1. Review and examination of works on the topic of research by domestic and foreign scientists.

2. Comparative analysis, and systematization of the features and format of regional, district, city, and other publications was carried out during the preparation the bibliography of Kazakhstani regional publications.

3. Use of the empirical method and interviewing respondents, determine the data on the readability and distribution of regional publications.

4. Determine the level of development of regional media, popularity among readers based on a sociological survey.

5. Analyze the popularity of regional publications, their subject matter, and the number of views of headlines among respondents of different age categories.

6. The research was carried out using methods of induction and deduction, content analysis.

The following provisions are submitted to the defense:

1. The media as a subject of political trends during the period of change in the Kazakh society are one of the factors at the regional level that provides an opportunity to streamline political governance and regional information processes. The state of the media determines the parameters of political culture in the region: the level of information accessibility of political subjects can be direct evidence of how “democratic” the local elite is. Regional media as a political and social institution are a factor that plays an important role in changing modern Kazakh society. The structure of regional media is quite stable, but information standards and political points of view on regional media are still at the stage of improvement.

2. Political institutions will not be able to profitably build a mechanism of political governance until changes are introduced on the part of society, and society, in turn, without the help of the media (reflecting public opinion) will not be able to make adjustments to political trends. The media should be a bridge between government and society.

There is one notorious contradiction between the two main functions of the media. They provide information activities to power structures and their work processes. Designed to ensure the articulation of the different needs and interests of all social groups, civil society as a whole. Ultimately, the media became “servants of two masters.” However, serving the needs of society, that is, the second function of the media is still lagging behind in some regions. Financial dependence hinders objectivity and full independence. In our opinion, this contradiction must be eliminated by the creation of a full-fledged civil society. Until there is public opinion, formed by the media, the construction of a civil society is impossible.

3. It is proved that the political consciousness of the inhabitants of the regions has undergone a narrowing: the local community is accustomed to accept the political campaigns of regional representatives of the authorities, namely, the pragmatic intentions and interests of the local elite, at the same time, macro-political phenomena from the other side of the prism, respectively, the local population perceives macro-political information to a certain extent as alienated. The regional media do not get coverage in a sufficient degree of “political center” and its problems. The reduction of the political course of the people, their regionalism, and the removal of residents from big politics complicates the effective relationship between the media and the local population.

4. In many cases, the role played by regional publications is not the formation of dialogical relations between politics and social structures, but the explanation of political and economic problems in favor of sponsors. The very division of the media into state and commercial cannot be proof of their full independence. According to the rules, they serve any commercial interest and are in high demand in some regions compared to state-owned channels. However, all of this does not mean freedom of speech.

5. In certain regions, the political elite actively uses ethnic issues in order to influence the population through the media. In the "national" republic, there is still pressure that inhibits large-scale democratic diversity in ethnic relations. The danger of ethnic populism in multinational Kazakhstan cannot be underestimated and, according to the author, the fight against this danger is one of the tasks assigned to the regional media.

Personal contribution of the applicant: the research materials and the results of the author's practical developments are taken into account as the basis for the dissertation. The state has developed such large projects as "Cultural Heritage", "Seven Facets of the Great Steppe", "Look into the Future: Modernization of Public Consciousness". This makes it possible to conduct a deeper study of the potential and ideological content of regional publications from new positions.

The results obtained by the applicant will be the basis for new research in the areas of history and theory of journalism. The research results will be used to improve the information policy of regional mass media. The materials of the dissertation can be used in higher educational institutions when organizing courses to improve the legal and ethical knowledge of journalists working in regional publications, as well as providing skills in writing advanced materials in this direction.

The results of the study will assist in the development of an educational and methodological complex of the optional discipline “Problems of regional publications in the Kazakhstani information space”, which must be introduced into the curricula of undergraduate and graduate universities.

The international newspaper "Turkestan", the republican socio-political publication "Adi Let" introduced into production the results of the dissertation on the topic "Problems of regional periodicals in the information space of Kazakhstan (based on the materials of the newspaper "South Kazakhstan")", and also issued an implementation act on the possibility use at present and in the future of some data of scientific work, materials about different newspapers.

Publications

20 articles were published on the research topic, of which 2 scientific articles were published in a foreign edition included in the Scopus database, 5 articles were published in publications recommended by the Committee for Control in Education and Science of the Ministry of Education and Science of the Republic of Kazakhstan (journalism series, philological sciences series, humanities series), five reports were discussed at international scientific and practical conferences. Among them five articles were published in collections of foreign conferences. At republican conference there were six of them, in republican literary and public journals two articles were published.